

Study Programme: Applied Arts and Design (module: Graphic Design)
Course Unit Title: Packaging Design II
Course Unit Code: OP2503
Name of Lecturer(s): Nikola Berbakov, Vanja Todorić, Stefan Ilić, Luka Prstojević, Nikola Popović
Type and Level of Studies: Undergraduate academic studies
Course Status (compulsory/elective): Compulsory
Semester (winter/summer): Winter and summer
Language of instruction: English
Mode of course unit delivery (face-to-face/distance learning): Face-to-face
Number of ECTS Allocated: 6
Prerequisites: Passed exam in the course Packaging I
Course Aims: Education of students in the field of exclusive packaging design and development of design creativity through combining multiple printing techniques and materials. Practical work on assignments followed by a series of lectures and analysis of selected works. Familiarity with graphic finishing techniques, such as lamination and gold printing. Visits to a professional workshop and monitoring the process of making complex forms of boxes and other cardboard products. Training students for teamwork, joint development of concepts and realization of works. Gaining knowledge and experience in creating brands through innovative graphic and constructive solutions.
Learning Outcomes: Acquiring skills in the development of ideas, preparation for printing and graphic finishing in the process of designing exclusive packaging. Creation of visually and structurally innovative solutions for packaging of specific purpose and market value. Production of special packaging intended for small batches in accordance with the specific conditions dictated by the product. Ability of students to independently create complex forms of boxes, select materials and method of production. Mastering the skills of creating tailor-made, collective packaging and spatial graphics, as well as the importance and peculiarities of manual work. Training in the use of modern graphic software and laser cutting techniques of hard materials. Experience of teamwork on projects and ability to work in a professional studio.
Syllabus: <i>Theory</i> Introductory lectures on the function and types of exclusive packaging, design solutions, materials, manufacturing methods and graphic finishing. Familiarization with multi-layer forms of cardboard packaging and the possibility of applying different graphic techniques. Analysis of previously realized works, as well as examples from domestic and foreign literature. Exploring the possibility of an innovative approach to packaging design. Lectures on the topic of multipurpose cardboard packaging, secondary functions and extended use. Visit to the printing house and familiarization with the production technology. <i>Practice</i> 1. Packaging for a series of exclusive products

- Creation of the visual identity of the product series
- Equities and boxes for a series of three different products, of the same format, stylistically uniform
- Collective packaging with labels
- Gift packaging that includes several different products with labels and printed accessories
- Team work, two students each
- Concept development, sketches, consultations
- Creating a mockup, creating a presentation in PDF format
- Collective analysis of the task - colloquium

2. Multifunctional exclusive packaging

- Graphic and constructive solution of multipurpose packaging
- A series of three innovative solutions
- Team work, two students each
- Concept development, sketches, consultations
- Creating a mockup, creating a presentation in PDF format
- Collective analysis of the task - colloquium

Required Reading: Denison, E., *Packaging Prototypes*, Rotovision, UK, 2005.

Fawcett-Tang, R., *Experimental Formats 2*, Rotovision, UK, 2005.

Fawcett-Tang, R., *Experimental Formats & Packaging*, Rockport Publishers, New York, 2007.

Garrofe, J. M., *Structural Packaging*, Index Book, Spain, 2007.

Garrofe, J. M., *Structural Greetings*, Index Book, Spain, 2007.

Gordon S. K., *Packaging Makeovers, Graphic Redesign for Market Change*, Rockport Publishers, New York, 2005.

Klimchuk E. & Werner W., *Really Good Packaging Explained*, Rockport Publishers, New York, 2009.

Weekly Contact Hours: 3

Lectures: 2

Practical work: 1

Teaching Methods: Lectures, exercises and consultations

Knowledge Assessment (maximum of 100 points): 100

Pre-exam obligations	points	Final exam	points
Active class participation	30	Presentation of practical work	30
Practical work	30		
Preliminary exam(s)	10		
Seminar(s)			

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.